

Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576 CONTRACT # 864326 Schedule Dates Advertiser Agency/T-Code Product Brand Sales Office RAMSEY, NOELLE Buyer Name

Phone/Fax

Account Types

Billing Type

CPE

10/31/12-11/05/12 American Crossroads (33954) Crossroads Media LLC (2774)/055317791 Political - US President (1174) Democrat (Anti) (177520) Blair, Cheryl (2205) TeleRep - Philadelphia

National/Political PAC - Agency

AM CROSSROADS 10/31
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

(202) 559-6428 /

Weekly/Irregular

11/27/1287

Entered By СО-ОР Demo Order Type Package Deal Commission %

Date Entered

Last Modified

10/25/12 10/25/12 Penne Marsh No

06396679

Normal

15.00 \$17,835.00 \$101,065.00

Sales Tax

Net Total

Nortoik (WVEC) (WVEC)

By Broadcast Month Spots

Nov. 2012

Grand Total:

49

49

Rate \$118,900.00

\$118,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo -	Tu W	e Th	Fr S	Sa Su	Spots	Rate	Total	Station	Comments	Entere
1.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	12:58P- 2P (ET)					1		1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/1
2.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	10A- 10:58A (ET)					1		1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/1
3.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	12P- 12:57P (ET)					1		1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	10/25/1
4.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	2P- 3P (ET)					1		1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/1
5.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	3P- 3:58P (ET)			- 1		1		1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/1
6.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	3:58P- 4:58P (ET)					1		1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/1
7.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	4:58P- 5:29P (ET)					1		1	\$4,800.00	\$4,800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	10/25/1
8.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	5A- 5:58A (ET)					1		1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	5AM NEWS	10/25/1
9.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	5:58A- 7A (ET)					1		1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/25/1
10.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	12:58P- 2P (ET)		1					1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/1
11.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	10A- 10:58A (ET)		1		- }			1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/1
12.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	12P- 12:57P (ET)		1	- 1				1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	10/25/1
13.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	2P- 3P (ET)		1	- 1	1	- [1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/1
14.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	3P- 3:58P (ET)		1					1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/1

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

B/E Bookend P/B Piggy Back

Printed At: 01:32 PM on Friday, October 26 2012

Page 1 of 4



WVEC 613 Woodis Ave. Norfolk, VA 23510

Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576 Contract #
Schedule Dates
Advertiser
Agency/T-Code
Product
Brand

Sales Office

Buyer Name

Account Types

Billing Type

Phone/Fax

CPE

act # 864326

10/31/12-11/05/12

r American Crossroads (33954)

-- Code Crossroads Media LLC (2774)/055317791

Political - US President (1174)

Democrat (Anti) (177520)

Blair Cheryl (2205)

Crossroads Media LLC (2774)/
Political - US President (1174)
Democrat (Anti) (177520)
Blair, Cheryl (2205)
TeleRep - Philadelphia
RAMSEY,NOELLE
(202) 559-6428 /

11/27/1287 National/Political PAC - Agency Weekly/Irregular

AM CROSSROADS 10/31
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

10/25/12 10/25/12 Penne Marsh No 06396679

15.00 \$17,835.00 \$101,065.00

Normal

Net Total Sales Tax

Date Entered

Last Modified

Entered By

Headline #

Order Type

Package Deal

CO-OP

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo T	u We	e Th	Fr Sa	s Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	3:58P- 4:58P (ET)		1					1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5A- 5:58A (ET)		1					1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	5AM NEWS	10/25/12
17.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5:58A- 7A (ET)		1					1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/25/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	9A- 10A (ET)		1					1	\$1,920.00	\$1,920.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	10/25/12
19.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	1:05A- 2:05A (ET)					1		1	\$80.00	\$80.00	Norfolk (WVEC) (WVEC)	DA VINCI INQUEST after cf	10/25/12
20.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	5:58A- 8A (ET)					1		1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	NEWS	10/25/12
21.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	6:58P- 7:57P (ET)					1	-	1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)	WHEEL/JEOPARDY	10/25/12
22.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	5:58A- 8A (ET)					7	1	1	\$700.00	\$700.00	Norfolk (WVEC) (WVEC)	NEWS	10/25/12
23.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	7:58A- 9A (ET)						1	1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	10/25/12
24.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	12:58P- 2P (ET)				1			1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/12
25.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	10A- 10:58A (ET)				1			1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/12
26.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	12P- 12:57P (ET)				1			1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	10/25/12
27.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	2P- 3P (ET)				1			1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/12
28.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	3P- 3:58P (ET)				1			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/12

Accepted Agency/Advertiser: Date: Accepted-Station: Date: Comments: Comments:

B/E Bookend P/B Piggy Back

Printed At: 01:32 PM on Friday, October 26 2012



WVEC 613 Woodis Ave. Norfolk, VA 23510

Crossroads Media LLC 66 Canal Center Plaza Suite 555

Alexandria, VA 22314-1576

Advertiser

CPE

Contract # 864326 Schedule Dates 10/31/12-11/05/12 American Crossroads (33954) Agency/T-Code Crossroads Media LLC (2774)/055317791

Product Political - US President (1174) Brand Democrat (Anti) (177520) Blair, Cheryl (2205) TeleRep - Philadelphia Sales Office RAMSEY, NOELLE Buyer Name Phone/Fax (202) 559-6428 /

11/27/1287

Account Types Billing Type

Weekly/Irregular AM CROSSROADS 10/31
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

National/Political PAC - Agency

Date Entered 10/25/12 Last Modified 10/25/12 Entered By

Penne Marsh No 06396679

15.00 \$17,835.00 \$101,065.00

Normal

Net Total

CO-OP

Headline #

Order Type

Package Deal

Norfolk (WVEC) (WVEC) By Broadcast Month
Nov. 2012

Spots
49 Rate \$118,900.00 Grand Total: \$118,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We T	h Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	3:58P- 4:58P (ET)				1			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/12
30.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	5A- 5:58A (ET)				1			1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	5AM NEWS	10/25/12
31.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	5:29P- 5:58P (ET)			- 1	1			1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)	NEWS	10/25/12
32.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	5:58A- 7A (ET)				1			1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/25/12
33.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	6:58P- 7:28P (ET)				1	į		1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	10/25/12
34.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	7A- 9A (ET)				1	į		1	\$4,000.00	\$4,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	10/25/12
35.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	7:28P- 7:57P (ET)				1	1		1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	JEOPARDY	10/25/12
36.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	12:57P- 2P (ET)				1			1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/12
37.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	10A- 10:58A (ET)				1			1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/12
38.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	11P- 11:35P (ET)				1			1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	10/25/12
39.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	2P- 3P (ET)			1	1			1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/12
40.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	3P- 3:58P (ET)				1			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/12
41.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	3:58P- 4:58P (ET)				1			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/12
42.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	4:58P- 5:29P (ET)				1	-		1	\$4,800.00	\$4,800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	10/25/12

CONFIRMATION CONTRACT Accepted-Agency/Advertiser: Date: Accepted-Station: Comments:

B/E Bookend P/B Piggy Back

Printed At: 01:32 PM on Friday, October 26 2012



WVEC 613 Woodis Ave. Norfolk, VA 23510

Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576

Account Types Billing Type

Contract # 864326 Schedule Dates 10/31/12-11/05/12 Advertiser American Crossroads (33954) Agency/T-Code Crossroads Media LLC (2774)/055317791 Product Political - US President (1174) Brand Democrat (Anti) (177520) Blair, Cheryl (2205) Sales Office TeleRep - Philadelphia Buyer Name RAMSEY, NOELLE Phone/Fax (202) 559-6428 / CPE 11/27/1287

National/Political PAC - Agency

AM CROSSROADS 10/31
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Weekly/Irregular

Date Entered 10/25/12 Last Modified 10/25/12 Penne Marsh со-ор No 06396679 Headline # Order Type Normal Package Deal 15.00 \$17,835.00 **Net Total** \$101,065.00 Sales Tax

Norfolk (WVEC) (WVEC) By Broadcast Month Spots \$118,900.00 Nov. 2012 Grand Total: \$118,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We T	h F	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	SA- 5:58A (ET)				1		1 1		1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	SAM NEWS	10/25/12
44.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	5:29P- 5:58P (ET)				1		1 1		1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)	NEWS	10/25/1
45.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	6P- 6:30P (ET)				1				1	\$6,000.00	\$6,000.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	10/25/1
46.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	5:58A- 7A (ET)				1				1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/25/1
47.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	6:58P- 7:28P (ET)				1				1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	10/25/1
48.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	7A- 9A (ET)				1				1	\$4,000.00	\$4,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	10/25/1
49.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	7:28P- 7:57P (ET)				1			П	1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	JEOPARDY	10/25/1
					20			•	-									
					CO	<u>NFIF</u>	<u>≺M/</u>	411	OV	1 C	ON	IR	AC1					
crented.	Agency/Advertiser:			Date:	Accepted-	Station:								Date:	Comments:			

B/E Bookend P/B Piggy Back

Printed At: 01:32 PM on Friday, October 26 2012

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:			Da	
WVEC	Norfo	IK			10/26
_{I,} Stephanie M	Maroney				
do hereby reque	st station time conce	erning the follo	owing issue:		
American Cro 1401 New Yor Washington, I Treasurer: Ma	rk Avenue Suite 1 DC 20005	200			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As (Order	eQ		
Total Char	ges: # 101	1,065		Net	
	ime will be used by		n Crossroads)	
	rogramming (elating to any				
	☐ Yes			⊠ No	

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864326

For programming that "communicates a message relating to any importance," list the name of the legally qualified candidate(s) the office(s) being sought and the date(s) of the election(s) (if applications).	e programming refers to, the								
For programming that "communicates a message relating to any importance," attach Agreed Upon Schedule (Page 3)	political matter of national								
I represent that the payment for the above described broadcast time	me has been furnished by:								
Treasurer Margee Clancy									
and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:									
a corporation; a committee; an association; or other unincorporated group.									
The names, offices, and addresses of the chief executive officers, agents of the entity are named below (may be attached separately									
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DO OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERT									
I agree to indemnify and hold harmless the station for any damages reasonable attorney's fees, that may ensue from the broadcast of the advertisement(s). For the above-stated broadcast(s), I also agree transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.	above-requested to prepare a script,								
TO BE SIGNED BY ISSUE ADVI	ERTISER								
8/31/12 Stymmy	703-299-1760								
Date Signature TO BE SIGNED BY STATION REF	Contact Phone Number PRESENTATIVE								
Accepted Accepted in Part	Rejected								
Clerke Marsh Penne Marsh Signature Printed Name	Title								

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